



WASHINGTON COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
DEMOGRAPHIC					
Population	138,451	141,666	n/a	-	
Total Non-Ag Employment	45,789	46,459	n/a	-	
Non-Ag Avg Monthly Wage	\$2,458	\$2,501	n/a	-	
Per Capita Income	\$26,468	27,159	n/a	-	
Unemployment Rate*	10.4%	8.6%	n/a	-	
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$386,322,370	\$417,751,748	\$450,349,642	7.8%	
Travel & Tourism Related Employment	7,273	7,545	7,851	4.1%	
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$20,204,929	\$22,032,280	\$23,651,200	7.3%	
Transient Room Tax	\$3,394,176	\$3,450,014	\$3,852,285	11.7%	
Restaurant Tax	\$1,738,879	\$1,835,861	\$2,030,410	10.6%	
Car Rental Tax	\$262,738	\$223,797	\$239,261	6.9%	
Retail Sales					
Gross Taxable Retail Sales	\$2,011,189,273	\$2,124,415,379	\$2,305,998,105	8.5%	
REGIONAL VISITATION COUNTS					
St. George Welcome Center	59,577	48,811	51,195	4.9%	
Zion N.P.	2,666,021	2,825,480	2,973,607	5.2%	
Bryce Canyon N.P.	1,285,490	1,296,000	1,384,173	6.8%	
Quail Creek S.P.	101,967	72,366	64,980	-10.2%	
Cedar Breaks N.M.	525,829	493,145	640,293	29.8%	
Grand Staircase-Escalante N.M.	700,000	739,248	761,532	3.0%	
Snow Canyon S.P.	321,752	344,915	353,870	2.6%	
Coral Pink Sand Dunes S.P.	56,939	52,676	58,734	11.5%	
Gunlock S.P.	60,189	55,912	55,574	-0.6%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r = revised

Land Ownership - 2012	% Total
Total Acres in County	100.0%
Federal Government	74.8%
BLM	40.9%
US Forest Service	25.4%
National Park Service	8.5%
National Wildlife Service	--
Other •	--
State Government	5.7%
Utah State Parks & Recreation	0.5%
Utah State Wildlife Reserves	0.1%
State Trust Lands	5.1%
Other ••	0.0%
American Indian	1.8%
Private*	17.7%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



